

# Exhibit

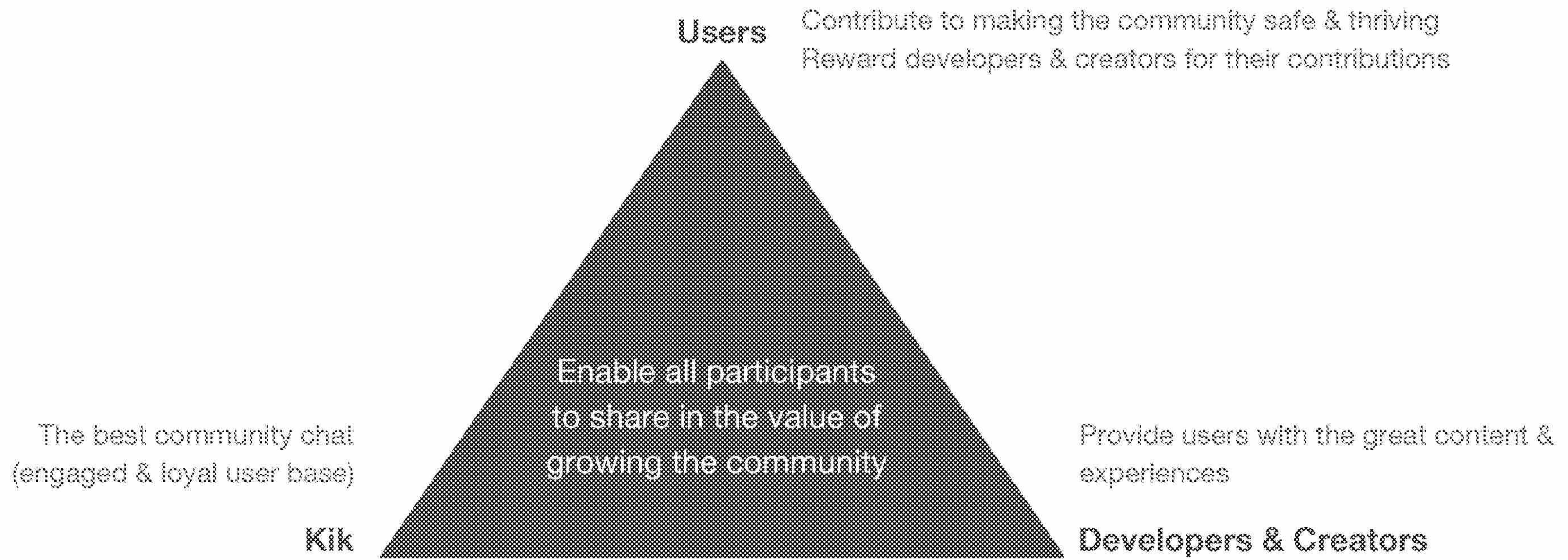
# BBB

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# Kik & Cryptocurrency

April 2017

# Build the best community chat



# How cryptocurrency fits in

Identity

People

Experience

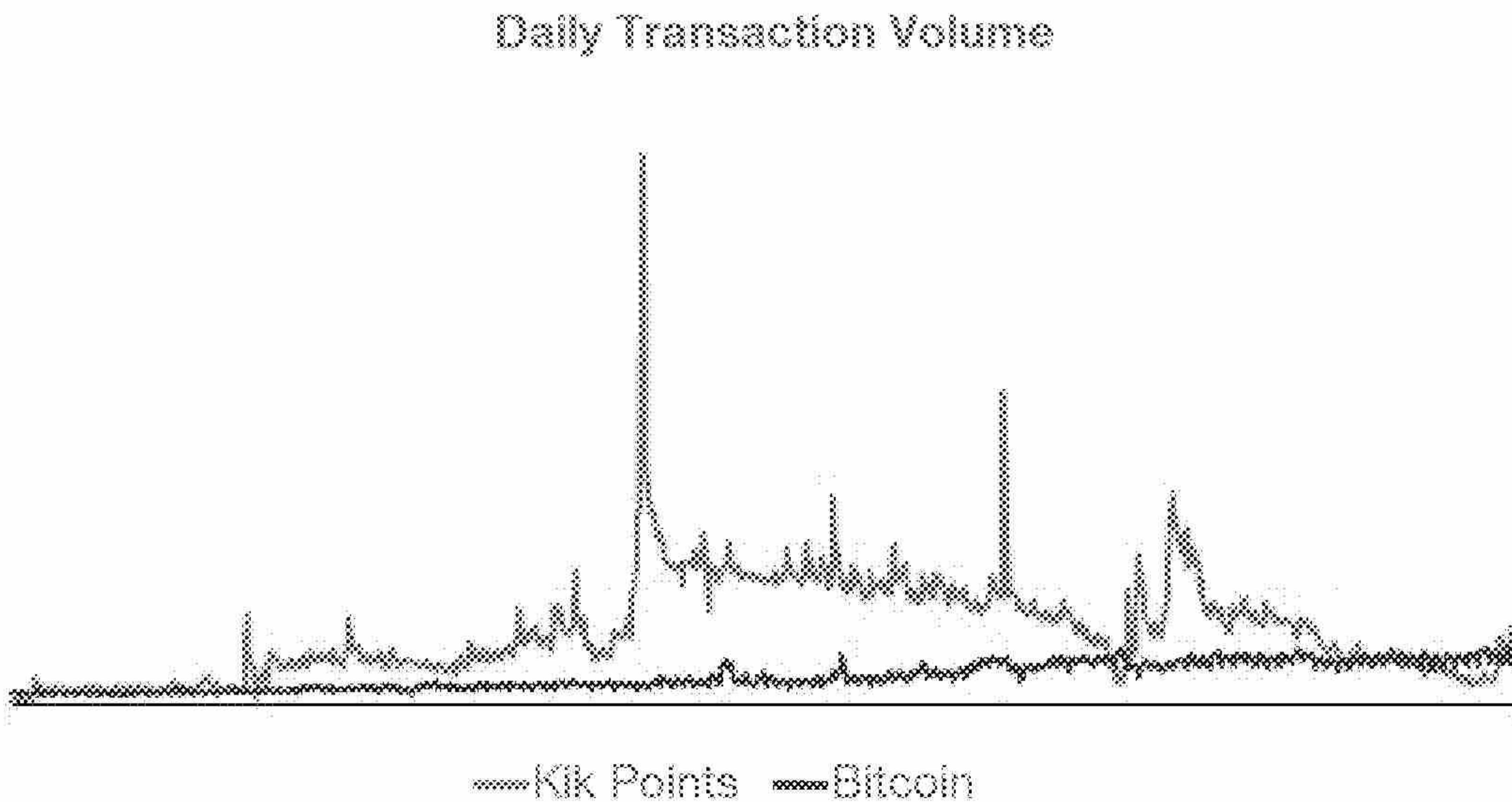
Safety

Health

Our platform provides a diverse set of experiences for our users, creating greater richness across core pillars of our chat community.

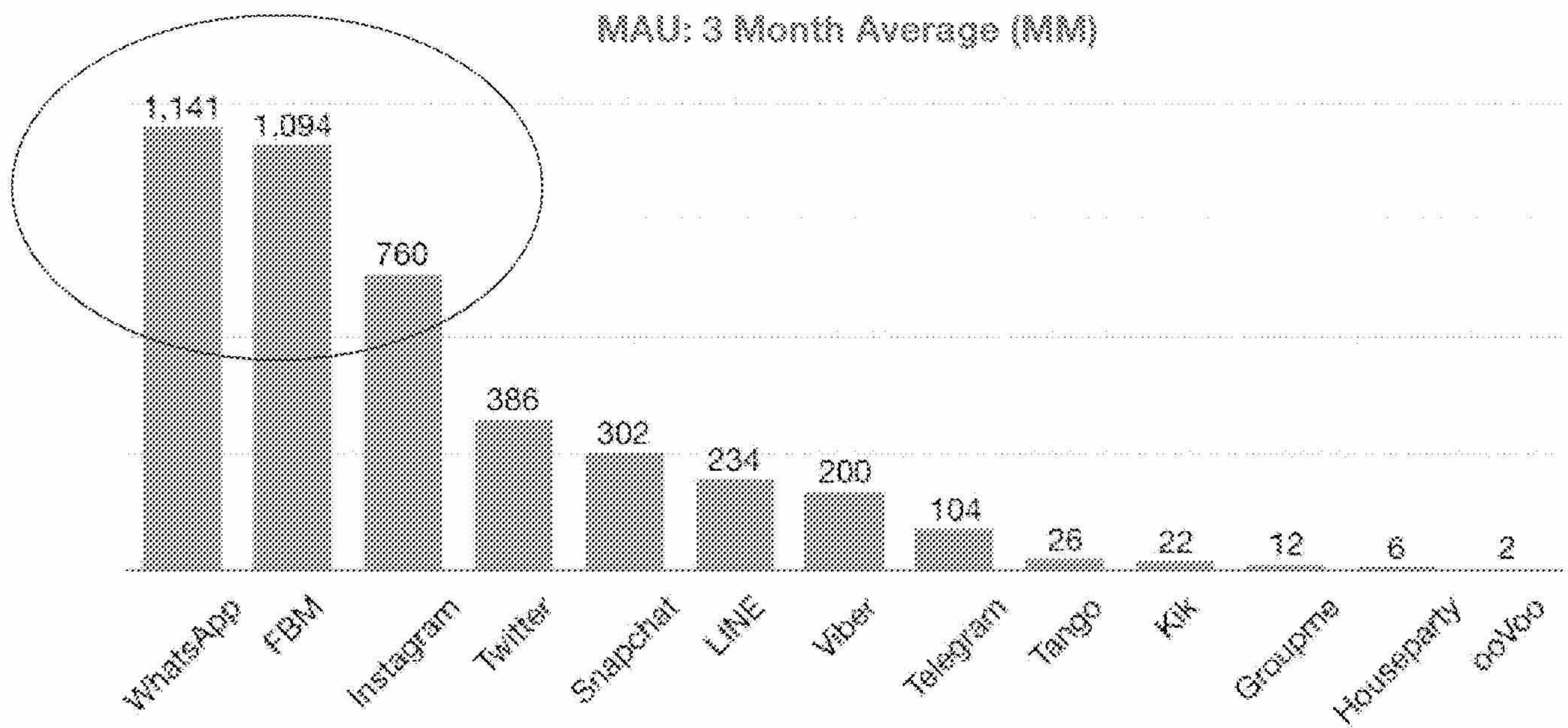
Cryptocurrency motivates behaviors that are beneficial for building a vibrant community chat.

# We know there is appetite to transact in the Kik community



Kik Points had multiple days where the transaction volume was 4x Bitcoin's highest historical trading day

# Cryptocurrency can also be a bridge for future cross-platform chat alliance



# Key phases

1. Research phase (preliminary validation)
2. White paper phase
3. Token sale phase
4. Kik product integration phase
5. Cross-platform alliance

# Research Phase

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# Cryptoinvestor perspectives

## Cryptoinvestor Survey

Respondents assigned the two highest probabilities of participation to Kik's context:

- 68.95% established product with a large set of existing users
- 63.03% traditional tech product integrating cryptocurrency

Respondents rated the likelihood of success of token models highest amongst verticals related to Kik:

- Mobile Gaming
- Social Media
- Messaging

## Cryptoinvestor Expert Panel

Ned Scott: "They won't be able to pull it off in a timely or safe fashion given current available technologies."

Demian Brener: "Great to see tech companies outside the blockchain space exploring these ideas! I'd be most interested in learning if there's a real need for a token and how it is connected to the product's underlying mechanics."

Stephan Karpischek: "Interesting, the potential for mass adoption is great for all in blockchain and crypto. Many more companies should issue their tokens."

Evan Van Ness: "My first reaction would be: I'm skeptical that they nail the economics of it all. I'd scrutinize that. I'd want to know what motivated a token sale. How does it fit into their company's mission and vision?"

# Funding perspectives

	Avg. # Started	Avg. # Confused
	Token Sales	Case
Crowdsale Participants	2,190	6,000
Average Buy-In for Hypothetical Kik	\$5,307	\$5,307
<b>Crowdsale Revenue</b>	<b>\$11,622,713</b>	<b>\$31,843,050</b>
<b>Presale Revenue</b>	<b>\$2,500,000</b>	<b>\$2,500,000</b>
<b>Total Revenue</b>	<b>\$14,122,713</b>	<b>\$34,343,050</b>

Ned Scott: "Millions, possibly tens of millions. It would increase several fold if it's highly marketed to users and the public at large. However, this risks becoming a security in the eyes of the SEC very quickly."

Jesse Livermore: "Depends entirely on the company. If it's a really well-known Reddit or Airbnb-type company and the offering is done openly, smartly and has a clear-cut use-case for the tokens, I imagine \$100 million easily."

Stephan Karpischek: "Compare from previous network valuations, \$10-15 per user would be a good benchmark."

# White Paper Phase

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# Roadmap to white paper



# Token Sale Phase

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# General roadmap areas to token sale



# Thank You!

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